

# Business Analyst

Overview and Update

# Agenda

- Overview of Business Analyst
- What's New
- Road Ahead



# ArcGIS Business Analyst

Helps organizations make informed decisions for site location, customer targeting, and market planning.



# ArcGIS Business Analyst

Allows you to combine your data on customer and site locations with demographic, lifestyle, behavioral, and spending data from Esri.





# ArcGIS Business Analyst

Lets you understand this data using smart mapping, perform location driven analytics and create and share beautiful reports.



# ArcGIS Business Analyst

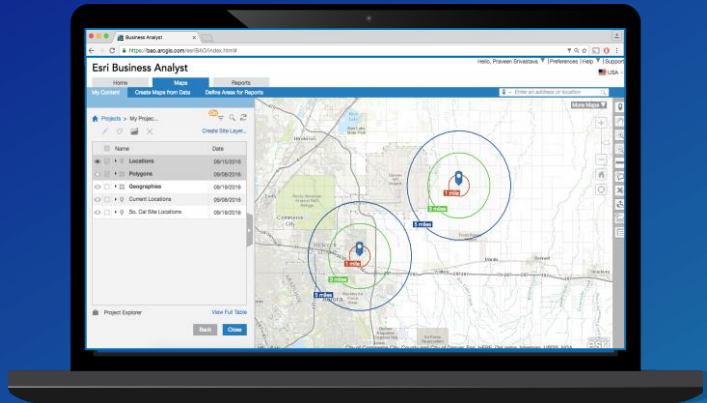
- A complete implementation of ArcGIS
- Connected Apps, Tools, Reports & Data
- Workflows to solve business problems

Sites

Customers

Markets

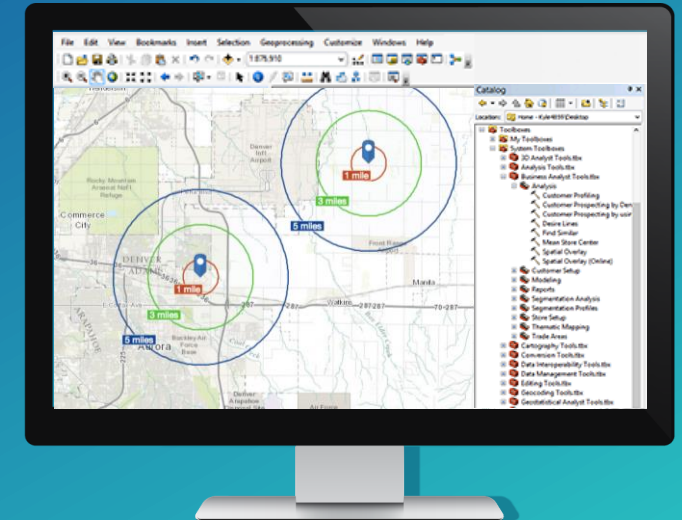
# ArcGIS Business Analyst



Web App



Mobile App



Desktop App

...powered by BA Server / ArcGIS Online





SaaS

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Hybrid



Your Own Infrastructure

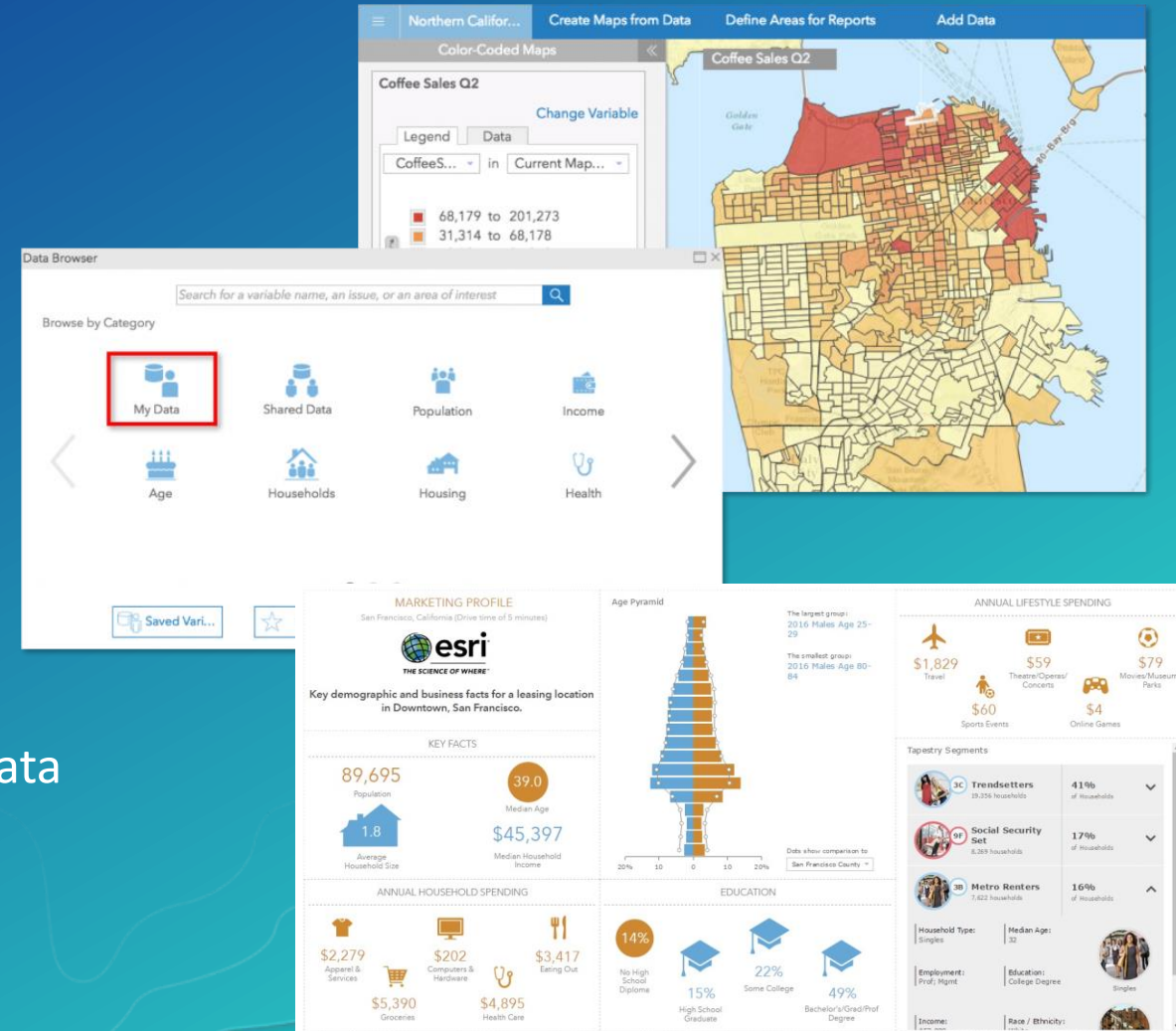


# Who Uses Business Analyst

- Commercial
  - Real estate
  - Retail
  - Banking/ Finance
  - Consulting
  - Marketing
  - Sales or operational
- Local Government
  - Economic development
- Health & Human Services
- Federal Government
- Utilities
  - Electric
  - Telecom

# What's New in Business Analyst Web App

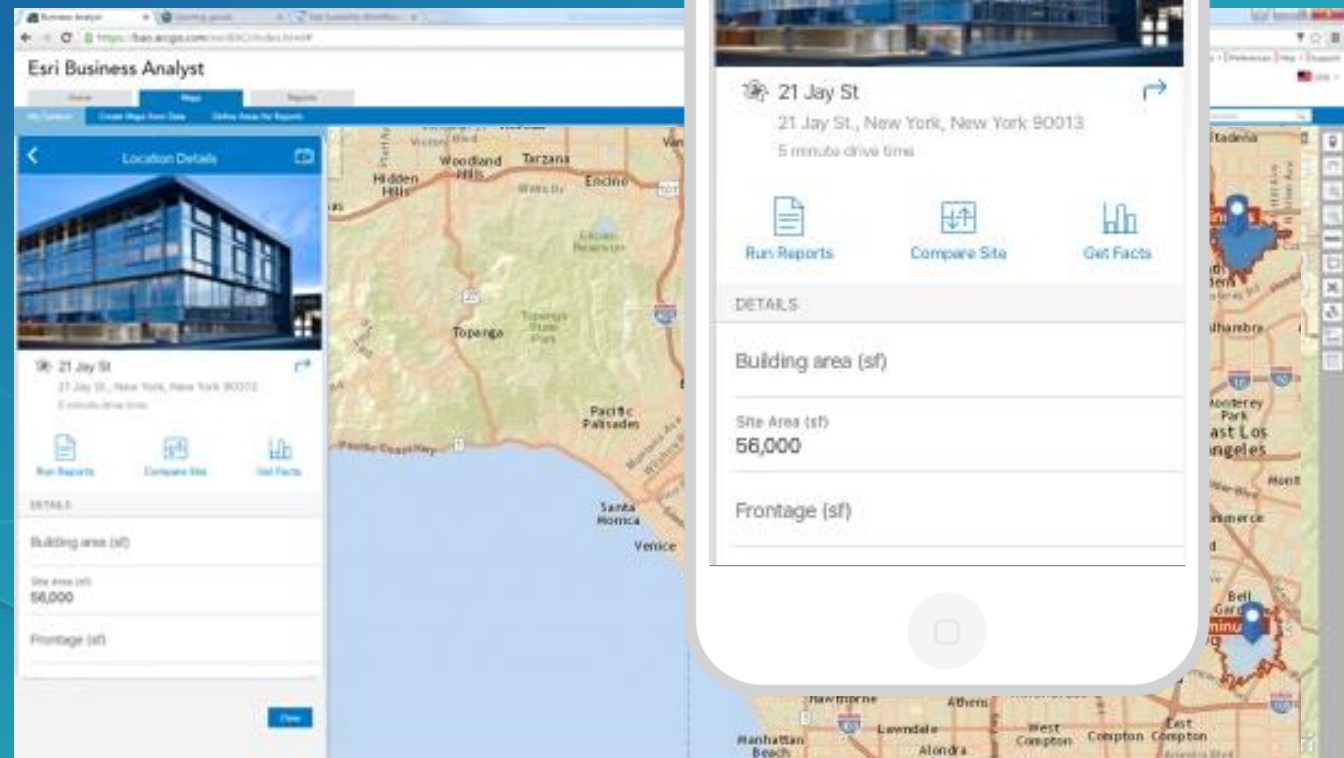
1. 2017 US Demographic Data in the Online release
2. Easily use your own organizational data
3. More Smart Mapping Options
4. Suitability analysis workflow
5. Create beautiful infographics to visualize and present data
6. Data updates for 34 countries (Asia and Middle East)



**Available Now**

# What's New in Business Analyst Mobile App

- New field data collection workflow
- Seamless sync to the BA Web App



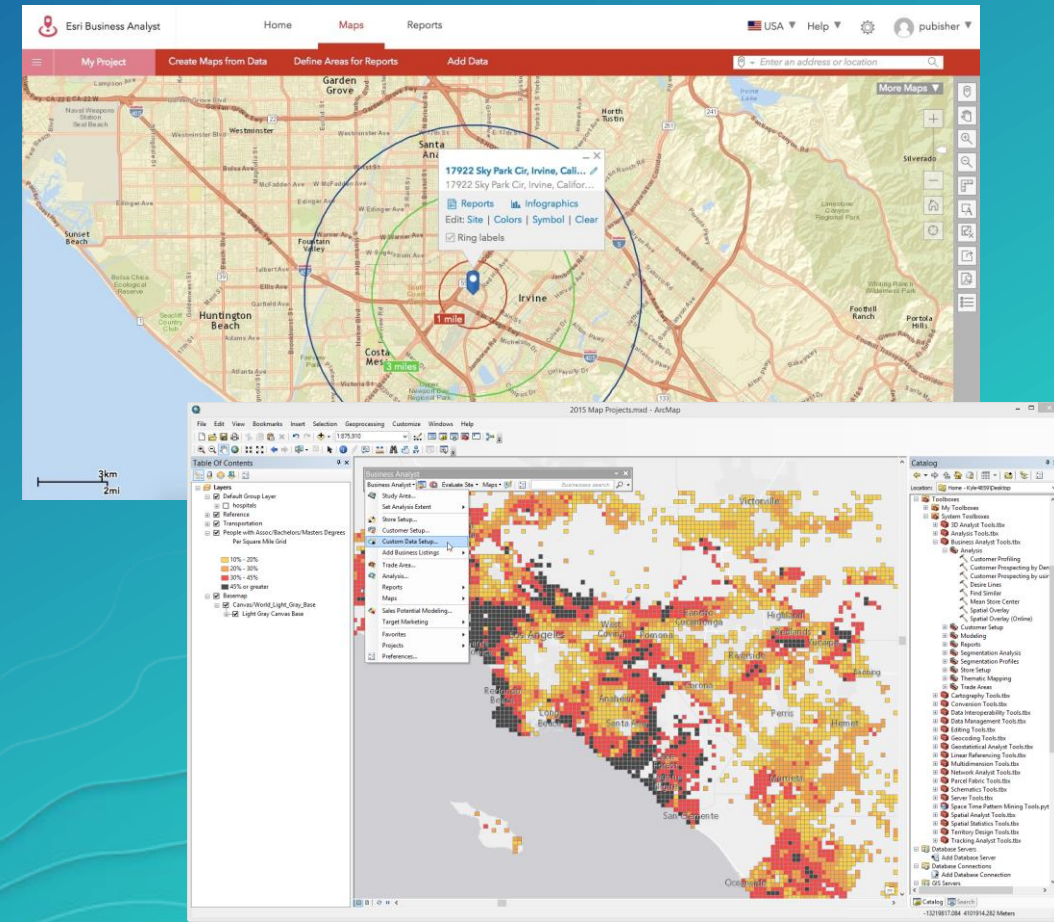
**Release shortly after User Conference**



# What's New in Business Analyst Desktop and Server

- Support for 10.5.1 ArcGIS Desktop and ArcGIS Enterprise
- Bug fixes and performance improvements
- On-premises BA Web App and Data Enrichment

**Working on a Business Analyst Pro extension for end of year 2017**



# Demographic Data Updates



- Updated U.S. demographic data
  - Current year estimates and 5-year forecasts – 2017/2022
  - New variable definitions for a large subset of the data
- MBR data updated for 34 countries (Mainly in Asia and the Middle East)

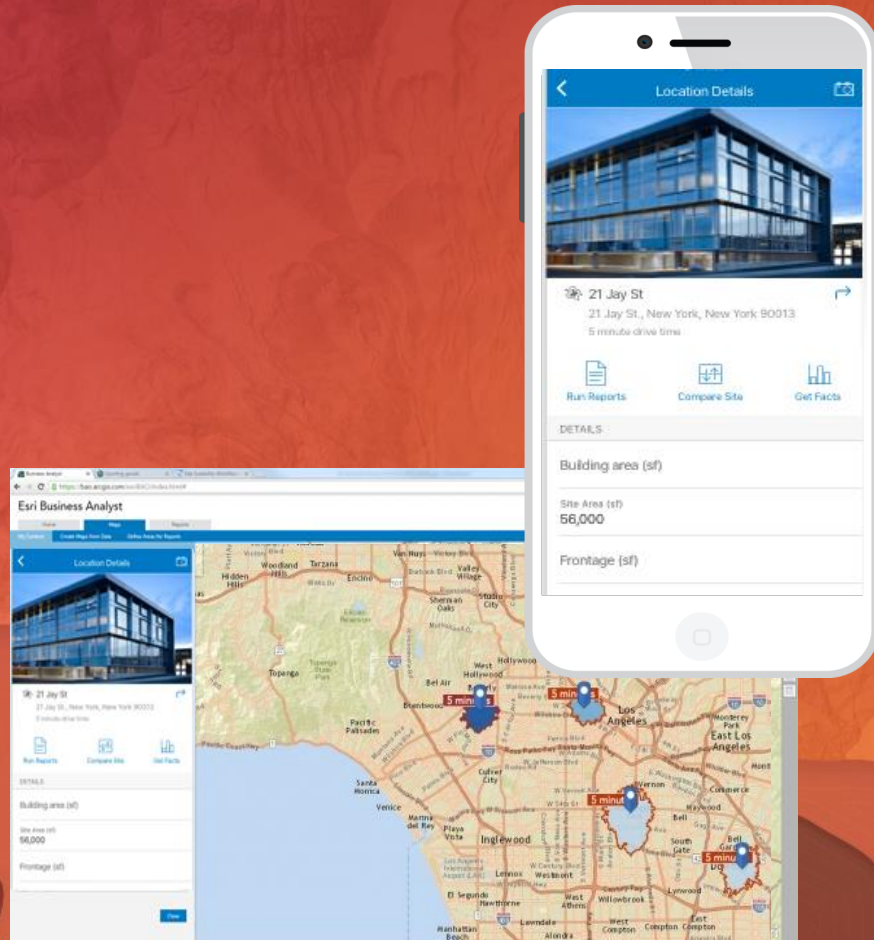
Available online now and delivered on-premises in Aug/Sep

- Data localization efforts underway
  - Return report, data collection in local languages
  - Brazil, France and Germany adopters



# Demo

- Determine most suitable locations
- Collect data in the field



# ACME

## Home Appliances

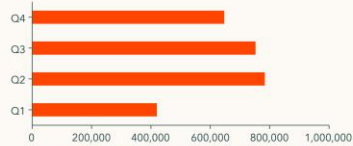
Leasing space available in San Francisco

Close to many amenities and easy access to highways.

### ANNUAL HOUSEHOLD SPENDING



### Quarterly Sales



### KEY FACTS



### 2016 Retail MarketPlace



### INCOME



# Demo

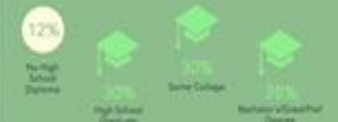
## Infographics

### Demographic Summary

317 Bedford Park Blvd, Westside, Los Angeles, 90005



### EDUCATION



### ANNUAL HOUSEHOLD SPENDING



THE SCIENCE OF WHERE™



# Business Analyst

Road Ahead



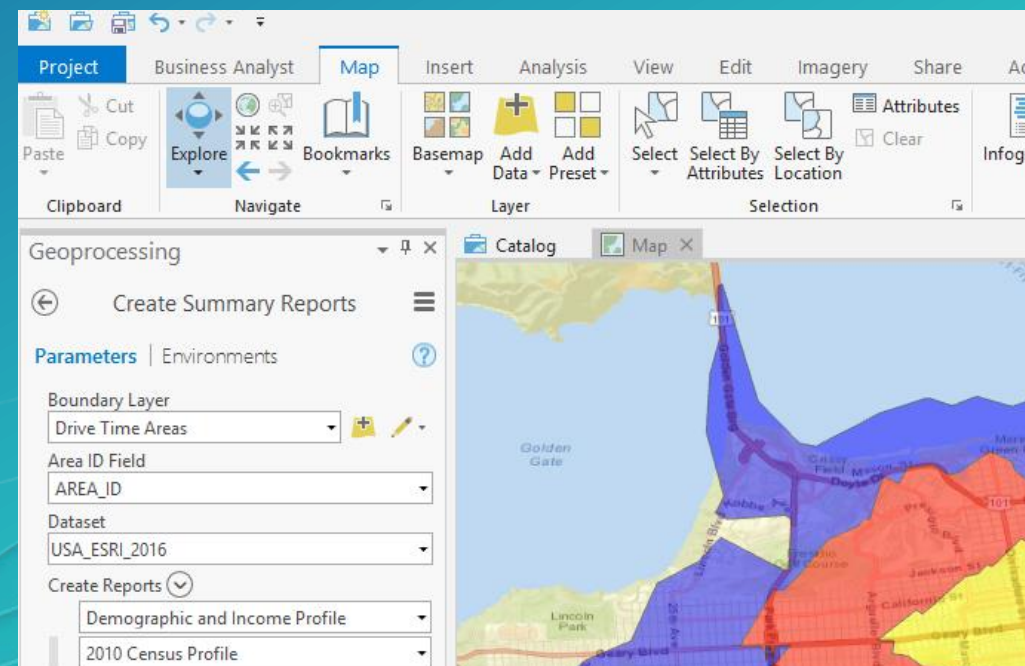
# Road Ahead

1. New Business Analyst Pro Extension (ArcGIS Pro 2.1)
2. Improved Business Analyst Web and Mobile Apps
3. Enhanced Business Analyst Server (ArcGIS Enterprise 10.6)
4. Updated Business Analyst Desktop Extension (ArcGIS Desktop 10.6)



# Road Ahead: Business Analyst Pro

- ArcGIS Pro's mission that all work can be done in Pro
- Adding a Business Analyst Pro Extension for the Pro 2.1 release
- Business Analyst Pro:
  - Port key GP tools
  - Enables BA users to do most of their work
  - Work with online or local data





# Road Ahead: Key Workflows in Business Analyst Pro

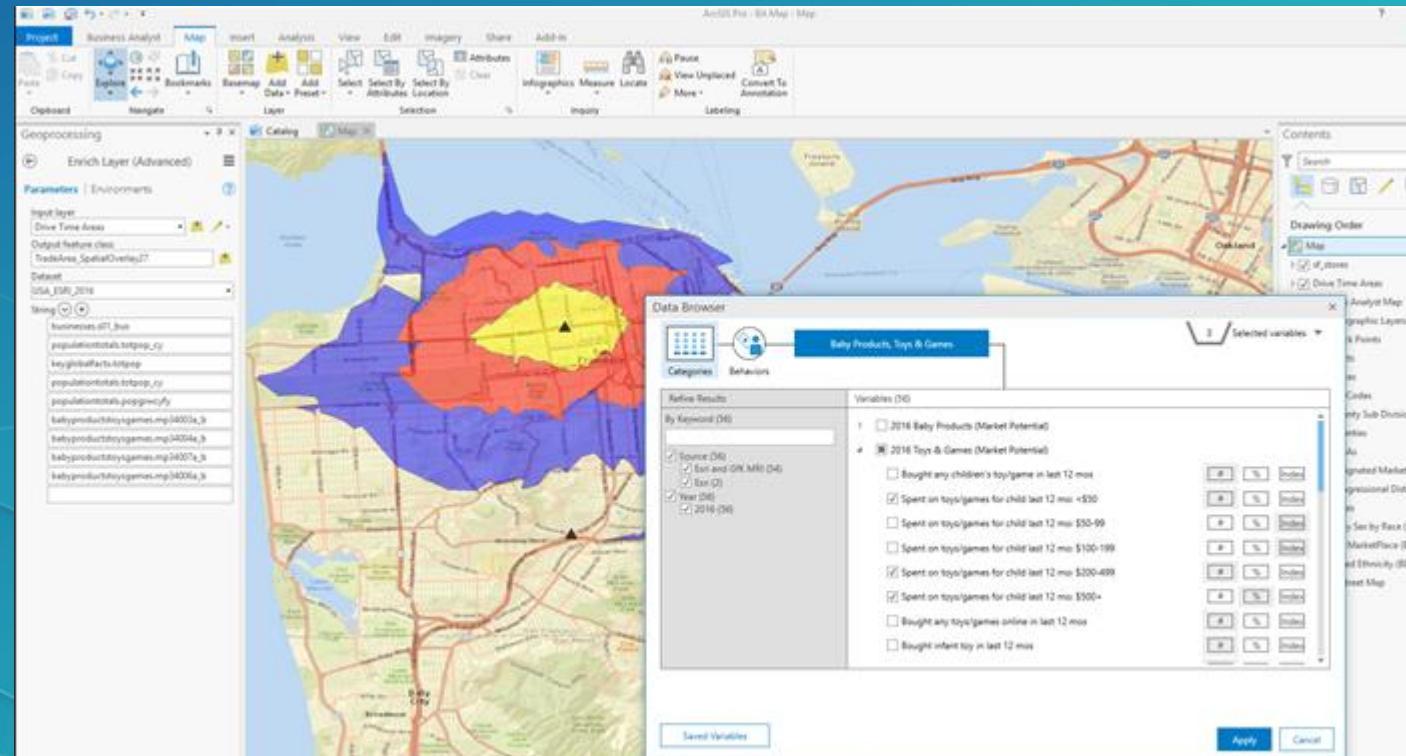
Make it easy to create a demographic map

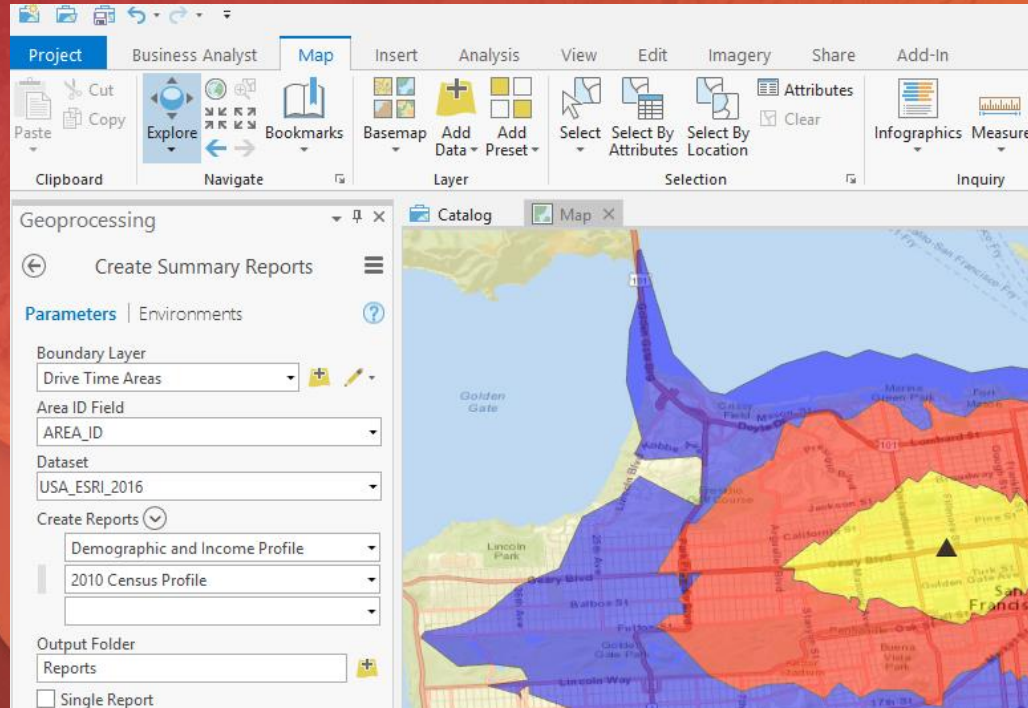
Create an infographic / report for an area

Data enrichment

Suitability / rankings

Territory management





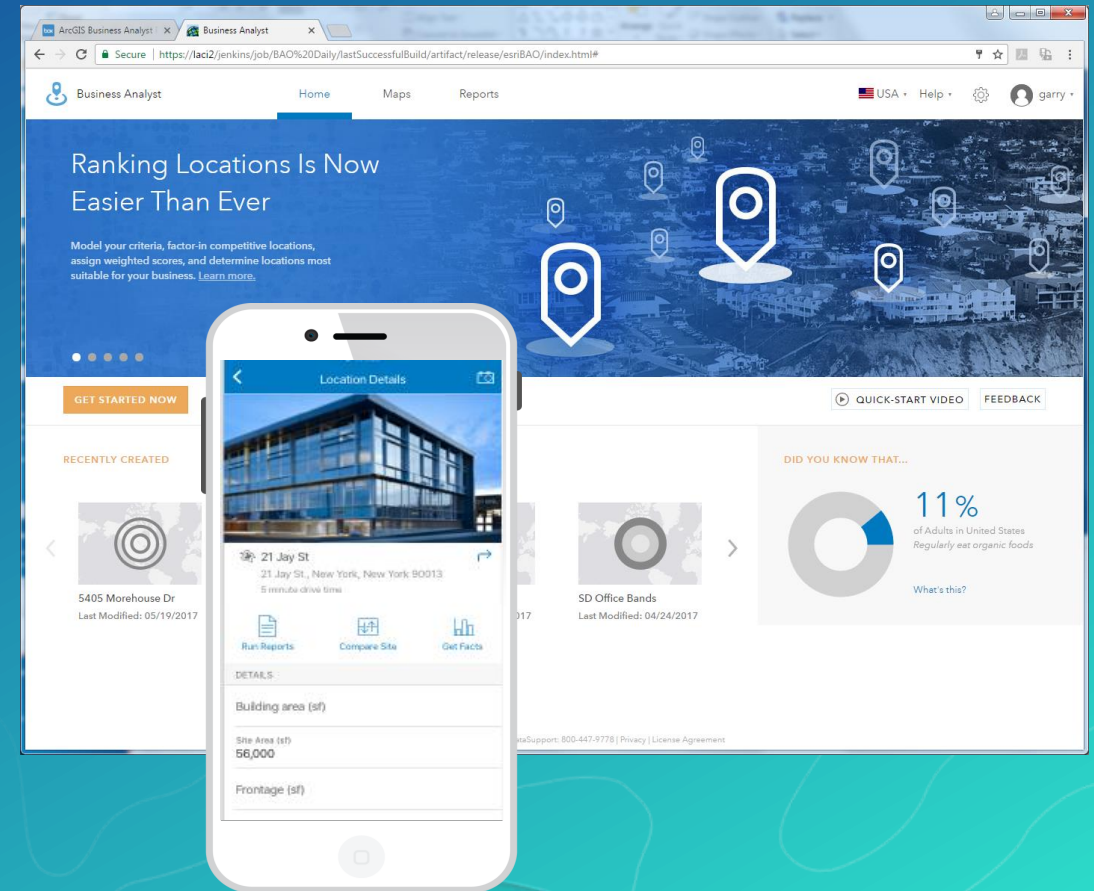
# Demo

## Business Analyst Pro



# Road Ahead: Web and Mobile App Improvements

- New “comparison” workflow
- Output to a story map
- More infographic enhancements
- Territory Design
- Improved organizational settings
- Localization



## Road Ahead: Improved Business Analyst Server

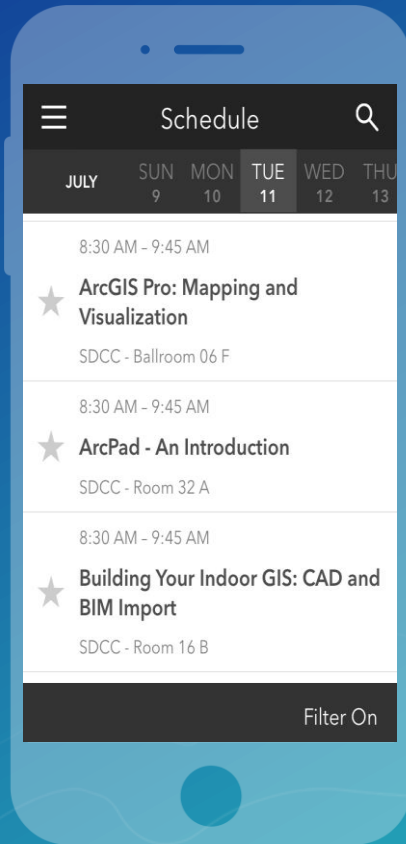
- Significant performance improvements for data enrichment & reporting
- Improved scalability
- Simplified installation
- Single Geoenrichment Data Store for enrichment and mapping
- Seamless integration with Business Analyst Web App
- New Architecture, validated in ArcGIS Online

# Please Take Our Survey on the Esri Events App!

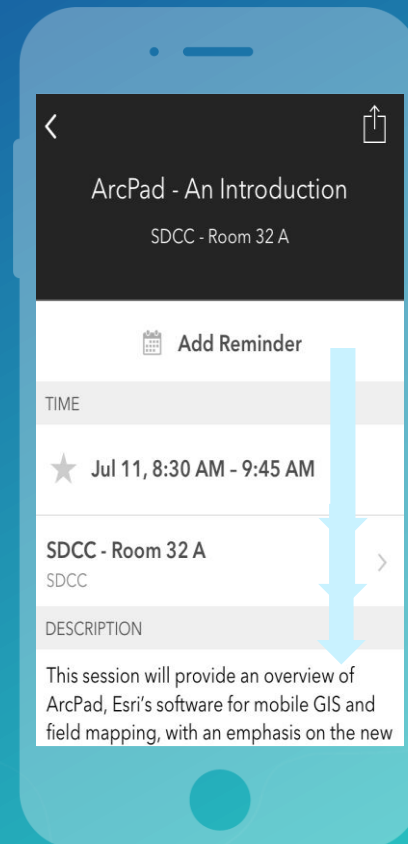
Download the Esri Events app and find your event



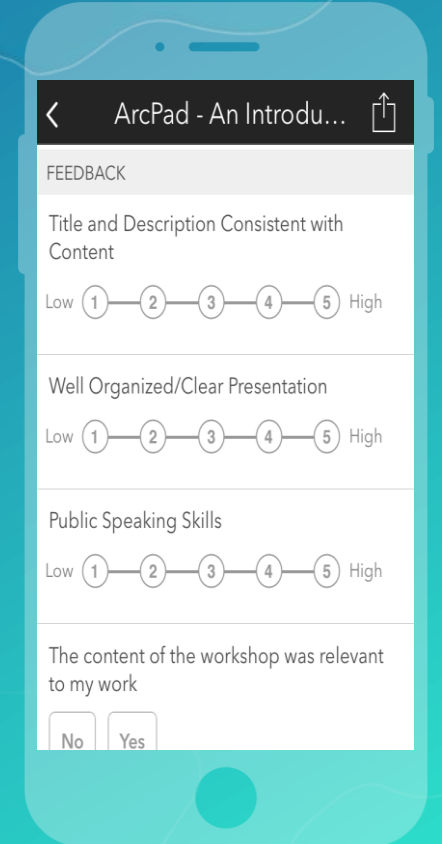
Select the session you attended



Scroll down to find the survey



Complete Answers and Select "Submit"







esri

THE  
SCIENCE  
OF  
WHERE